International Business News

U.S. DEPARTMENT OF COMMERCE
U.S. EXPORT ASSISTANCE CENTER
INTERNATIONAL BUSINESS NEWS – DECEMBER 2O03
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GOING ON-LINE - E-EXPORTING

The November issue of "Export America" magazine has an excellent article on E-Exporting. Among the subjects covered in the article are:

- Transactional site - Transactional sites are full-service and allow clients to search for, order, and pay for products on-line as well as allowing them to contact the company for after-sales service.
- Information delivery site - This type of site generates sales by promoting awareness of a company rather than facilitating on-line transactions.
- E-marketplaces - These sites are market makers; they bring buyers and sellers together to facilitate transactions.
- Building an On-line Image
- The Internet's worldwide reach has made marketing products and services abroad a low-cost alternative to traditional international business
- Registering Your Site with Search Engines
- On-line exporters should register with search engines popular with their target audiences in target markets.
- Choosing a Web Host
- Web Site Content
- Codes Of Conduct And Business Practices For The On-Line Exporter
- Truthful and accurate communications
- Disclosure (information about the business, products, and transactions)
- On-line security and privacy policies
- Customer satisfaction (provide a means for resolving disputes that is impartial, prompt, and courteous)
- Protection of children

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MEXICAN OFFICIAL STANDARDS ISSUED DURING OCTOBER, 2003

Edited from a Report
by: Jesus S. Gonzalez
11/19/2003

This IMI (International Marketing Insight) reports on proposed and final standards - NOMs and NMXs - issued by the Mexican Government, during the period October 1 to 31, 2003. Five different lists are included to assist U.S. exporters, companies, and other parties, interested in:

- Proposed mandatory standards (NOMs) that are still in the comment period.
- Mandatory standards (NOMs) that have been published in final form as well as responses to comments on proposed standards.
- Proposed voluntary standards (NMXs), which comment period is still open.
- Enacted voluntary standards (NMXs).
- Cancelled standards.

For a copy of this 6-page report, contact us at 501-324-5794, Fax 501-324-7380, or **little.rock.office.box@mail.doc.gov**

NEW ZEALAND'S NEW INTERNATIONAL TRADE SECURITY FEE AND MARKET TACTICS

by: Janet Coulthart
11/16/2003

As a small nation reliant on international trade, New Zealand and its Government recognize that it must reassure its trading partners that it is a safe and secure country with which to do business. New Zealand has a strong economic interest in maintaining a good relationship with the United States.

As a result of higher security standards being required by the United States (which EU countries are likely to follow), effective from July 2004, New Zealand Customs will begin charging a fee to importers and exporters to help recover the costs of enhanced security equipment and technologies at its ports. The cost of upgrading security is estimated at NZ$20 million per annum. To recover these costs, a security fee will be implemented for exporters. For NZ importers, this will take the form of an increase to the existing import transaction fee. The security fee is expected to be manageable for traders, but may prove more harmful to New Zealand exporters whose sales are battered by a strong New Zealand dollar. We encourage U.S. exporters with sales to New Zealand to discuss this new fee with their distributors as an opportunity to review pricing and competitive position in the market.

At the same time, the recent trend in exchange rates provides another reason to discuss marketing strategy and resources with New Zealand distributors. Through 2003 the rise of the New Zealand dollar against the U.S. dollar has increased the relative price competitiveness of imports from the United States. For the month ending October 2003, the New Zealand dollar averaged 60 U.S. cents.

The United States is one of New Zealand's most important trading partners. After Australia, the United States is consistently New Zealand's second most significant export market and for the nine months ending September 2003, was New Zealand's third most significant source of imports, slipping behind Japan. However, U.S. exporters should remain aware of third country competitors in New Zealand, and note that the New Zealand dollar has also strengthened against the currencies of other major trading partners such as Japan. The relatively favorable exchange rates offer a platform from which to mount more aggressive marketing to establish market share. The U.S. Commercial Service - New Zealand is prepared to assist such efforts.

EU COMPETITION RULES MAY AFFECT DISTRIBUTION AGREEMENTS

Edited from a Report by
by: Todd Hansen
11/21/2003

This report offers an overview of EU Competition Rules that may affect agreements between U.S. exporters and their EU distributors. U.S. exporters that are seeking distributors in the European Union should be aware of certain EU rules that may limit the restrictions that can legally be included in an agreement. This IMI provides information on special provisions that pertain to small and medium size enterprises, as well as a list of Internet links for gathering more information. U.S. companies interested in expanding their business in Europe should be aware of certain EU regulations concerning distribution agreements. Analogous to antitrust laws in the United States, EU competition rules, which apply to both goods and services circulating in countries within the European Union, prohibit certain practices concerning vertical restrictions. Companies are required to make a proactive assessment of the compatibility of their agreements with the regulations.

For a complete copy of this 7-page report, contact us at 501-324-5794, Fax 501-324-7380, or little.rock.office.box@mail.doc.gov

TAX AGREEMENT GETS A MOVE ON ØRESUND (DENMARK) INTEGRATION

Edited from an article by
Bjarke Frederiksen
11/25/2003

The Øresund region is a main growth center in Northern Europe. The region comprises the southern part of Sweden and the eastern part of Denmark. While the integration has been somewhat slow due to bureaucratic barriers between the two countries, a new tax agreement has been launched, designed to speed up the integration and to stimulate growth.

The Treaty

The Danish and Swedish Ministers for Taxation have recently formalized an Øresund region tax accord aiming at facilitating the integration of the Øresund Region. The new tax accord will abolish many of the administrative obstacles currently dogging Danish-Swedish commuters and their employers. Under the terms of the new agreement, citizens will be liable for income taxes in the country where they work the most. This is a continuation of the current policy, though easier to administer under the new accord.

The agreement has been very well received by the business community as well as by the different organizations in the region, who now predict that the Øresund Region will be an efficient and well-integrated labor market both for businesses and for employees. The agreement takes effect January 2004.

The Øresund Region covers an area of 20,859 sq. km (8,000 square miles - less than the size of New Jersey). More than 3.5 million people live in the region: about 2.4 million on the Danish side and around 1.1 million on the Swedish side. Copenhagen, the capital of Denmark and the largest city in Scandinavia, has the largest population of around 1.9 million inhabitants (in the greater Copenhagen area). In the western part of the region (Zealand) there are the towns of Roskilde and Helsingør. Rønne is the largest town on the island of Bornholm. In the eastern part of the region (Skåne) on the Swedish side lies Malmö, Sweden's third largest city with some 265,000 inhabitants. Other cities of importance are Lund, Helsingborg, Ystad, Hässleholm and Kristianstad.

With infrastructure investments totaling USD10-15 billion, the Øresund Region is well placed to achieve a position among the top three European growth areas over the next decade.

For more information about market opportunities in the Øresund region, please contact CS Copenhagen.

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STANDARDS ORGANIZATION IN BRAZIL
by: Avi Bragança
10/24/2003

The national standards body in Brazil is called Associação Brasileira das Normas Técnicas or ABNT, for short. It is a non-governmental organization but charted by Brazilian federal law. Unlike its counterpart organization in the US, the American National Standards Institute (ANSI) which is an umbrella organization of independent U.S. Standards Developing Bodies, ABNT overseas numerous Brazilian Committees who are the individual standards developing units. Each committee is headed by a chairman approved by ABNT and is made up of members representing all interests in that sector.

Currently, there are 56 committees for the following sectors:

CB-01: Mining and Metallurgy
CB-02: Civil Construction
CB-03: Electricity
CB-04: Machines and Mechanical Equipment
CB-05: Automotive
CB-06: Railroads
CB-07: Ships, Shipping and Marine Technology
CB-08: Aeronautics and Space
CB-09: Combustible Gases
CB-10: Chemicals
CB-11: Leather and Footwear
CB-12: Agriculture and Farming
CB-13: Beverages
CB-14: Finance, Banks, Insurance, Commerce and Data Gathering
CB-15: Real Estate
CB-16: Transportation and Transit systems
CB-17: Textiles and Clothing
CB-18: Cement, Concrete and Aggregates
CB-19: Refractory Materials
CB-20: Nuclear Energy
CB-21: Computers and Data Processing
CB-22: Thermal Insulation and Barriers
CB-23: Packaging and Shipping
CB-24: Fire Protection
CB-25: Quality
CB-26: Dental, Medical and Hospital systems
CB-27: Printing Technology
CB-28: Steel
CB-29: Cellulose and Paper
CB-30: Food Technology
CB-31: Wood
CB-32: Personal Protection Equipment
CB-33: Jewelry, Gems, Precious Metals, & Costume Jewelry
CB-34: Petroleum
CB-35: Aluminum
CB-36: Clinical Analysis and In-Vitro Diagnostics
CB-37: Glass
CB-38: Environmental Management
CB-39: Roadway Equipment
CB-40: Accessibility
CB-41: Iron Mines
CB-42: Welding
CB-43: Corrosion
CB-44: Copper
CB-45: Tires and Rims
CB-46: Clean Rooms, controlled
CB-47: Amianthus (fine silky asbestos) Chrysolite
CB-48: Highway Machines
CB-49: Optics and Optical Instruments
CB-50: Offshore Materials, Equipment and Structures for Petroleum and Natural Gas Industry
CB-51: Plastic Packaging and Shipping
CB-52: Coffee
CB-53: Metrology
CB-54: Tourism
CB-55 Heating, Ventilation, Air Conditioning and Refrigeration
CB-56: Beef and Milk

ABNT is a member of ISO and was just voted as a member of the ISO Council at the ISO gathering in Buenos Aires, Argentina. ABNT is also a member of IEC, Mercosul's AMN and COPANT.

For questions on standards, contact:

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ABNT maintains offices in Sao Paulo, Rio, Porto Alegre, Belo Horizonte and Brasilia.

OR

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United States Embassy Brasilia
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U.S. TO REQUIRE ADVANCE INFO ON ALL CROSS-BORDER SHIPMENTS
From the US Embassy Canada Website
http://www.usembassycanada.gov/

Speaking November 20 at a U.S. Customs symposium in Washington, Tom Ridge, Homeland Security Secretary, said that advance cargo information covered by the final rules of the Trade Act of 2002 just published by the Department of Homeland Security (DHS) is a "cornerstone" in U.S. efforts to secure the country's borders against terrorism without delaying the flow of goods.

Ridge said that the rules will apply to all modes of transportation but advance notice and manifest timelines will vary.

In a November 20 news release, DHS said that the regulations, to become effective in 15 days, will also cover outbound shipments.

Ridge explained that the advance notices' application to outbound cargo is not only a matter of reciprocity toward countries providing information on incoming goods but also a necessity dictated by the need to prevent smuggling of arms and technology out of the United States.

U.S. Customs and Border Protection (CBP) Commissioner Robert Bonner, who joined Ridge to answer questions from reporters, said that the new rules will allow the CBP bureau in the department to have for the first time control over every shipment crossing U.S. borders.

With more complete and timely cargo information, CBP will be able to reduce the number of inspections and focus attention on high-risk shipments, Bonner added.

He said that the new "smart" border regime will afford the greatest benefits to around 4,600 Custom-Trade Partnership Against Terrorism (C-TPAT) members, which include major importers, shippers, and customs brokers with profiles, procedures, and supply-chains certified by CBP as secure.

"It will make flow of legitimate cargo faster and more efficient," Bonner said.

He said that his bureau will be pushing for electronic rather than paper manifests and advance notices but added that the new regulations will be phased in over several months in close cooperation with the trade community.

On the related issue of cargo container security, Bonner said that within a month his bureau will launch a "smart" container pilot program, which will involve a half a dozen of C-TPAT members. If the program turns out to be successful, he said he expects it to expand in the C-TPAT group in the next several months.

"Smart container" technology would allow customs inspectors without opening the container to see if it was tampered with or opened.

Out of around 16 million cargo containers that enter the country every year only a small percentage is inspected by U.S. Customs agents. U.S. authorities are concerned that these containers can be used by terrorists to smuggle weapons of mass destruction or materials for dirty bombs.

Following is the text of the DHS news release:

U.S. DEPARTMENT OF HOMELAND SECURITY
Office of the Press Secretary
November 20, 2003

DEPARTMENT OF HOMELAND SECURITY ANNOUNCES CARGO SECURITY INITIATIVE

Washington, D.C. -- The Department of Homeland Security today released final rules which will allow U.S. Customs and Border Protection (CBP) to collect cargo information necessary to identify high-risk shipments which could threaten the safety and security of the United States. The final rules for cargo security address the timeline of presentation for electronic advance manifest information.

"We need to take advantage of every opportunity to make our country safe from terrorists and terrorist weapons," said Homeland Security Secretary Tom Ridge. "Advance information is a cornerstone in our efforts to secure our nation's borders and ensure the flow of trade. The security measures resulting from these rules are necessary to achieve these twin goals."

U.S. Customs and Border Protection will process advance cargo information into an automated targeting system linked to various law enforcement and commercial databases. This initial step will enable CBP to efficiently identify shipments that pose a potential risk. Previously most non-maritime inbound shipments entered into the U.S. without being screened by an automated targeting system. As a result, most cargo shipments could not be assessed for risk prior to arrival. The Trade Act provides the Department of Homeland Security with the authority to eliminate antiquated, paper-driven processes for cargo crossing our borders.

"When we are able to obtain better information prior to a shipment's arrival, we will be able to do a more effective job in combating terrorism," said Asa Hutchinson, Under Secretary for Border and Transportation Security. "These rules will do just that."

"This takes us beyond the maritime 24-Hour Rule to incorporate advance electronic information for all cargo shipments to the U.S., pertaining to commercial trucking, air freight and rail. It is a bold but necessary move to better secure our borders against the terrorist threat without delaying the flow of legitimate trade," said CBP Commissioner Robert C. Bonner.

U.S. Customs and Border Protection received significant input from the trade community and the Canada Customs and Revenue Agency (CCRA). CBP carefully considered and in many cases adopted the trades' recommendations. CBP will work closely with the trade community to phase in these rules over the coming months.

The following are the timelines for all modes of transportation:

Inbound:
-- Air & Courier - 4 hours prior to arrival in U.S., or "wheels up" from certain nearby areas
-- Rail - 2 hours prior to arrival at a U.S. port of entry
-- Vessel - 24 hours prior to lading at foreign port
-- Truck - Free And Secure Trade (FAST): 30 minutes prior to arrival in U.S.; non-FAST: 1 hour prior to arrival in the U.S.

Outbound:
-- Air & Courier - 2 hours prior to scheduled departure from the U.S.
-- Rail - 2 hours prior to the arrival of the train at the border
-- Vessel - 24 hours prior to departure from U.S. port where cargo is laden
-- Truck - 1 hour prior to the arrival of the truck at the border

We hope that you've enjoyed this edition of our newsletter. Please note that any mention of non-government sources does not constitute endorsement. If you have any comments or questions, please contact us at 501-324-5794, fax 501-324-7380, or **little.rock.office.box@mail.doc.gov**